



Cox Communications

Cox Communications, Inc. (NYSE: COX), a Fortune 500 company which serves approximately 6.3 million customers nationwide, is the nation's fourth largest cable television company. A full-service provider of advanced communications products, Cox offers an array of residential services, including Cox Cable; local and long distance telephone services under the Cox Digital Telephone brand; Cox High Speed Internet™ access; advanced digital video programming services under the Cox Digital Cable brand; and commercial voice and data services via Cox Business Services.

Cox's Hampton Roads, Virginia cable system division offers cable, digital cable, digital telephone and high speed Internet services. The company was using an outbound dialer for telemarketing, customer service and collections activities and needed to upgrade their system. Jeff Merritt, Telemarketing and Customer Care Manager for Cox - Hampton Roads, outlined their needs: "We needed to add more capacity to our dialer, and we were also interested in moving to a Windows environment that would be more user-friendly for our agents." Their search led them to the technology solution from Noble Systems.

Noble easily met Cox's requirements for system features, including live supervisor monitoring and performance tracking, comprehensive reporting, and data collection. "Noble offered all of the functionality we needed, plus many bells and whistles that made it a better product," stated Merritt. "For example, importing and exporting data from our dialer is much easier than with our old system. And, the abilities to have information on the desktop for supervisors to view and to pull data into Excel for reporting are tremendous advantages."

Noble Systems worked with Cox Communications to develop an interface to the company's ICOMS billing software. Using 4GL programming, a custom application was created to launch ICOMS from within Noble. The system pulls the account number from the ATOMIX™ database (ATOMIX is Noble Systems' Informix-based RDBMS) and pulls up the corresponding customer record from ICOMS. "The integration between Noble and ICOMS has made it much easier for our agents to do their jobs. They can access the customer account information they need to complete the call at the touch of one button. The ease with which they can move between ICOMS and Noble is resulting in increased productivity," Merritt observed.

Noble is also helping Cox build productivity in its outbound customer service functions. The 'Virtual Agent' application allows Cox to deliver customer reminder messages for service calls and appointments through 'unattended' campaigns. The system can dial customers with scheduled appointments and leave an automated message to remind them of the service visit, freeing live agents for other activities.

Summary:

Cox Communications, Inc. is noted for its high-capacity, reliable broadband delivery network as well as the company's ability to provide superior customer service. For Cox, it's not about being the biggest; it's about being the best. Cox Communications of Hampton Roads, VA, selected the Noble contact center solution to replace its existing dialer, largely based on Noble Systems' record of outstanding client support.

Industry | Communications

Applications | Telesales, Customer Service, Welcome Calls, Surveys, Collections

Solutions | Outbound Predictive Dialing, Virtual Agents, Aspect PBX Integration, ICOMS Billing Software Interface, Inbound Call Distribution, Blended Calls

Stations | 48

In addition, Cox has seen an improvement in its customer survey applications. Merritt said, "We are seeing an increase of about two more completed customer surveys per hour. When you put it in the context of our overall survey program, across all of our agents, that is a big number." He continued by comparing this with way they used to perform surveys: "With our old dialer, agents were capturing customer comments in an Excel spreadsheet, and were switching in and out of ICOMS. There was also a lot of after-call work to do. At the end of the day, all that information then had to be transferred. It took a lot of time. With Noble, the information is captured within the call script screen, and is automatically written into tables. We then use a standard CRON job to pull the results out at the end of the day. This combination allows us to save time and increase the productivity of our survey program."

Service was another big issue for Cox. "The sales process was great. They answered all of our questions and did what needed to be done at every stage of the game, including during our contract negotiations," Merritt commented. While Cox's training included a number of people at different levels of knowledge and experience, Merritt was "able to get everything I wanted out of it, and more. We liked that fact that we were able to walk out of training with a program laid out and ready to go." Merritt also spoke about technical support from Noble Systems, remarking, "Our impression is positive. They are very helpful, and know how to answer questions. Most of our issues have been resolved on the first call; they don't need to find an answer and then call you back."

The Noble solution gives Cox Communications the tools it needs to manage its current outbound teleservices programs. Even though the system interfaces with their existing Aspect PBX, it also provides an inbound call distribution function for future expansion of their customer service applications. Merritt concluded by saying, "We are pleased with our selection of Noble Systems. Our agents are enjoying the system's user-friendly environment. The functionality of the system and the ability to customize it to meet our specific needs – including integration with our existing software applications – have been big keys to our increase in productivity."

"Noble offered all of the functionality we needed, plus many bells and whistles that made it a better product. The integration between Noble and our internal systems has made it much easier for our agents to do their jobs. They enjoy using the system and their productivity has increased."

Jeff Merritt
Telemarketing & Customer Care Manager

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 4,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble® solutions include advanced ACD and predictive dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Call 1.888.8NOBLE8 or visit Noble Systems online at www.noblesys.com.

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